

# PROSPECT STREET CORRIDOR STUDY

*Patterns of Development: Present and Future*

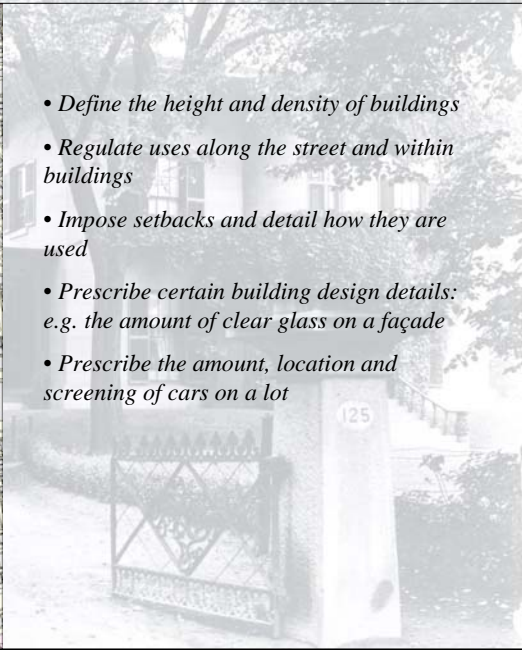
City of Cambridge  
Community Development Department  
April 25, 2006

LONG-TERM OBJECTIVES	MEETING THOSE OBJECTIVES
<ul style="list-style-type: none"> <li>• <i>Enhanced public realm</i></li> <li>• <i>Conservation of the historic structures</i></li> <li>• <i>New amenities for pleasant living along the street</i></li> <li>• <i>Attractive and varied streetscape</i></li> <li>• <i>Friendly and safe interaction between vehicles and pedestrians</i></li> <li>• <i>Commercial activities that serve the neighborhood</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>Protection of Historic Resources: landmarking, districts, etc.</i></li> <li>• <i>Development of Improvement Plans: sidewalks, lighting, etc.</i></li> <li>• <i>Public Assistance Programs: signs, facades, home repair, street trees, etc.</i></li> <li>• <i>New and adjusted zoning regulations</i> <ul style="list-style-type: none"> <li>- <i>Adjustments to base zoning districts</i></li> <li>- <i>Adoption of an overlay zoning district</i></li> </ul> </li> </ul>

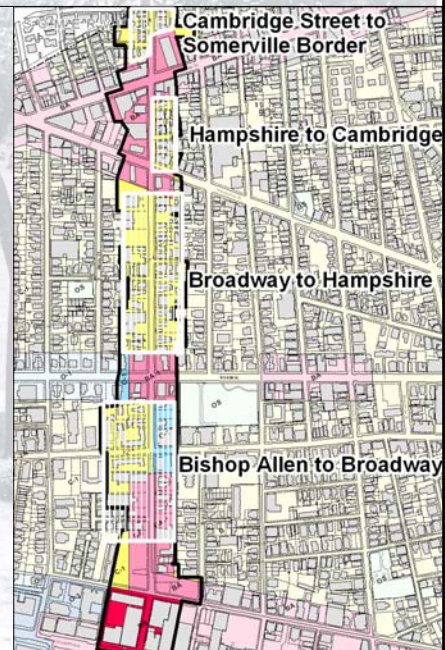
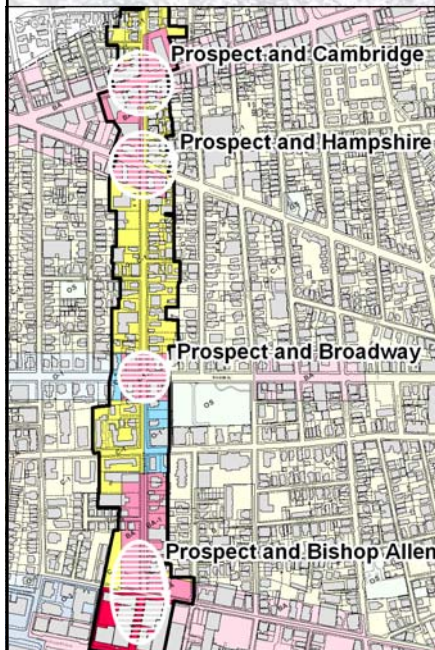
## OPPORTUNITIES THROUGH ZONING



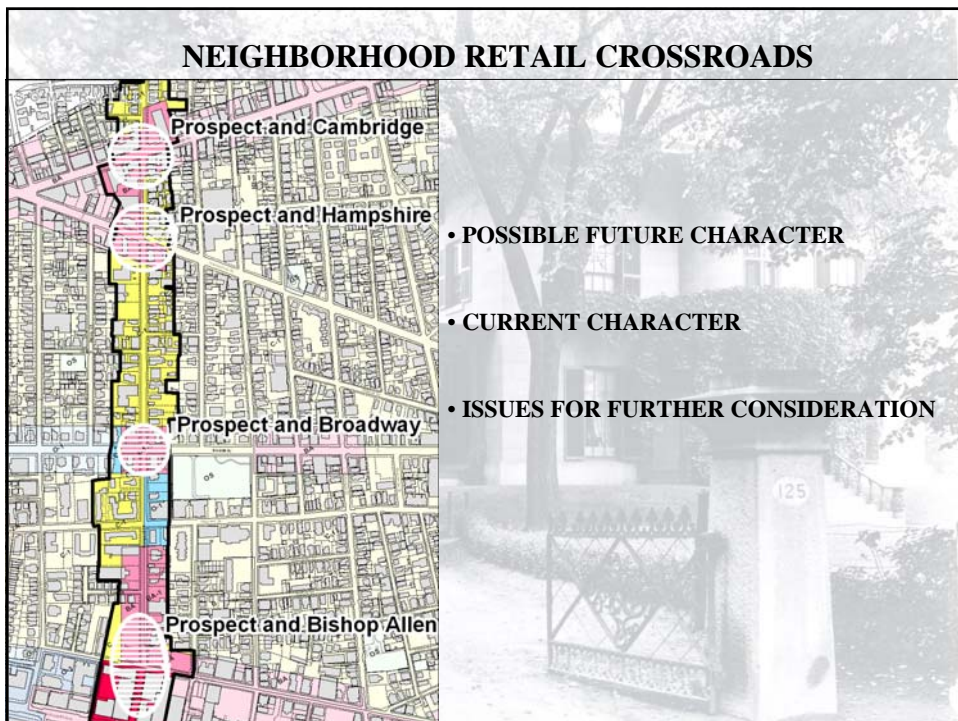
- Define the height and density of buildings
- Regulate uses along the street and within buildings
- Impose setbacks and detail how they are used
- Prescribe certain building design details:  
e.g. the amount of clear glass on a façade
- Prescribe the amount, location and screening of cars on a lot



## Retail - PATTERNS OF DEVELOPMENT - Residential







## POSSIBLE FUTURE CHARACTER - Retail



- *Urban streetwall buildings, to create a sense of place*
- *Minimum setbacks for all buildings to allow for wider sidewalks (3-5 feet)*
- *Ground-floor retail uses to serve the neighborhood*



## *Future Retail Character Continued*



- *Minimal on site parking, if any*
- *Single to four story buildings, depending on location*
- *Office and/or housing on any upper floors*



## CURRENT CHARACTER - Retail



### At Bishop Allen Drive

- *Large vacant (parking) lots with considerable development potential*
- *Adjacent to high-density Central Square*



*Current Retail Character Continued*



### At Broadway

- *Low-density development*
- *Car-oriented, suburban pattern*
- *Convenience retail, gas station, restaurant, and small office uses*







### At Hampshire Street

- *Low-density development*
- *Car-oriented, suburban pattern*
- *Convenience retail, gas station, fast order food uses*



### At Cambridge Street

- *Traditional multi-story city shopping street*
- *Moderate to high density buildings*
- *On street parking only*
- *Wide variety of activities, with retail stores at the first floor*



## ISSUES FOR FURTHER CONSIDERATION – Retail



- *Should car-oriented uses be replaced? Are they OK if better designed?*
- *If replacement is a good idea, how much incentive (building density) is acceptable to achieve it?*
- *Are two and three story buildings OK?*
- *What scale of development is suitable at Bishop Allen Drive? Four stories?*
- *Would discouraging on-site parking be acceptable? No parking? Only under ground?*





## RESIDENTIAL AND MIXED USE SEGMENTS



- POSSIBLE FUTURE CHARACTER
- CURRENT CHARACTER
- ISSUES FOR FUTURE CONSIDERATION

## POSSIBLE FUTURE CHARACTER - Residential



- *Housing as a dominant use*
- *Front, side, and rear yards for all buildings, regardless of use*
- *Ample, green landscaping*







- *Preservation and upgrading of significant existing structures*
- *Small-scale development, lot by lot*
- *Phase-out of non-residential uses over time*



## CURRENT CHARACTER - Residential



### Bishop Allen Drive to Broadway

- *A wide variety of uses, but with housing most prevalent*
- *Most buildings have front yards and other setbacks*
- *A wide variety of building types, but generally small to medium in scale*
- *Multiple residential, business and office use zoning districts*





### **Broadway to Hampshire Street**

- *Wood frame housing at a small scale sets the character of the area*
- *Parking lots, utilities, service businesses all disrupt the residential fabric*
- *Residential only zoning district*



### **Hampshire Street to Cambridge Street**

- *Dense wood frame residential housing*
- *Residential only zoning district*







### Cambridge Street to Somerville Line

- *Wood frame residential buildings*
- *Residential only zoning district*



## ISSUES FOR FURTHER CONSIDERATION - Residential

### SEGMENT-WIDE ISSUES

- *Can housing be a successful use throughout?*
- *Should other uses (like office) be permitted?*
- *If so, how much: e.g. the first floor, the entire building?*



### SEGMENT-SPECIFIC ISSUES

#### Bishop Allen Drive to Broadway

- *Should office and/or retail uses continue to be allowed?*
- *If so, where should the zoning district lines be drawn on the zoning map?*

#### Broadway to Hampshire Street

- *Should there be added incentives to encourage non-conforming uses to be redeveloped?*

## ISSUES FOR FURTHER CONSIDERATION - Recap

### RESIDENTIAL SEGMENTS

- *Can housing be a successful use throughout?*
- *Should other uses (like office) be permitted?*
- *If so, how much: e.g. the first floor, the entire building?*
- *Should office and/or retail uses continue to be allowed (Bishop Allen Drive to Broadway)?*
- *If so, where should the zoning district lines be drawn (Bishop Allen Drive to Broadway)?*
- *Should there be added incentives to encourage non-conforming uses to be redeveloped (Broadway to Hampshire)?*

### RETAIL CROSSROADS

- *Should car-oriented uses be replaced? Are they OK if better designed?*
- *If replacement is a good idea, how much incentive (building density) is acceptable to achieve it?*
- *Are two and three story buildings OK?*
- *What scale of development is suitable at Bishop Allen Drive?*
- *Would discouraging on-site parking be acceptable? No parking? Only underground?*